



## THE BAHAMAS LAUNCHES VIRTUAL PEOPLE-TO-PEOPLE EXPERIENCES

### *Transport Virtually into the Homes of Bahamians to Dance, Cook and More*

**NASSAU, Bahamas, April 20, 2021** - Today, the Bahamas Ministry of Tourism & Aviation is bringing the beloved [People-to-People](#) Program to the virtual stage for travelers to experience the warm hospitality and rich culture of the Bahamian people. For more than 45 years, the People-to-People Program has been connecting visitors with locals through customized experiences throughout The Islands of The Bahamas.

The demand for vacations is at an all-time high, and consumers are missing interactions with local people and culture found during travel. The Bahamas is looking forward to welcoming back travelers whenever they choose to visit. However, those who are not ready, will be pleased to know they do not have to miss out on an authentic Bahamas experience simply because they do not get on a plane.

For the first time ever, consumers can indulge in the unique People-to-People Program from the comfort of their own homes. These sessions are curated to small intimate groups (no more than five participants each) who will interface live with local hosts, allowing for real conversation and authentic connection through the sharing of Bahamian culture and traditions.

Available to book for a limited time, beginning today, the program offers five free virtual session themes with local ambassadors in The Bahamas:

- **Local Life 101:** Walk with historian Arlene Nash Ferguson to learn about the culture and heritage of The Bahamas.
- **Cooking Like a Local:** Wine and dine with ambassadors in a home cooking session featuring favorite Bahamian meals.
- **Happy Hour Like a Local:** Shake up your afternoon with a famous Bahama Mama cocktail.
- **Walk and Talk with a Local:** Take in Bahamian sunsets, tropical landscapes and sandy beaches on a stroll with locals.
- **Dance Like a Local: Junkanoo:** Move to the beat of The Bahamas with a Junkanoo tutorial -- one of the country's most celebrated traditions.

"The People-to-People Program offers travelers the unique opportunity to enter the homes of Bahamian citizens and truly immerse themselves in our culture," said the Hon. Dionisio D'Aguilar, Bahamas Minister of Tourism & Aviation. "We are proud to bring these experiences to the virtual stage and our ambassadors are thrilled to share their love of The Bahamas with travelers once again."

For more information, or to book a free virtual session, please visit [Bahamas.com/People-to-People](https://Bahamas.com/People-to-People).



## THE BAHAMAS MINISTRY OF TOURISM ANNOUNCES “FROM THE BAHAMAS WITH LOVE” VIRTUAL ROMANCE EXPO

**NASSAU, Bahamas, Feb. 8, 2021** – The Bahamas, one of the world’s leading destinations for weddings and honeymoons, is gearing up to host two virtual events - *From The Bahamas With Love* - to showcase the vast offerings for romantic escapes throughout the destination. The expo will bring together industry leaders, partners, hotels, venues and services for a truly unique and educational experience for trade and consumer participants.

The virtual events will kick off on Wednesday, March 3, 2021 (from 1pm to 4pm EST), with an afternoon planned specifically for trade professionals, including travel agents and event planners. The second day will be held on Wednesday, March 10, 2021 (from 4pm to 7pm EST), and is open to consumers, including soon-to-be engaged or recently engaged couples, future brides and grooms, bachelorette party planners, honeymoon do-over seekers and more.

The pandemic has caused many couples to postpone or reimagine their romantic getaways over the last year, and the destination wants to ensure future planning is made as seamless as possible in 2021. *From the Bahamas With Love* will feature a diverse series of panel discussions with experts from across all romance industry sectors, along with opportunities to network directly with partners. Those attending will enjoy a literal “taste” of The Bahamas from home via the following activities and experiences:

- **Engaging Panels + Breakout Sessions:** Virtual sessions will highlight current trends, how to accommodate various wedding styles and preferences in The Bahamas, keeping the romance alive with activities and adventures for every type of couple and more. Sessions to include:
  - **Love On Board** (March 3) featuring Bahamas Ministry of Tourism & Aviation Deputy Director General Ellison “Tommy” Thompson and the three promotion boards.
  - **A New Take on Romantic Travel** (March 3) being moderated by Alan Berg, Certified Speaking Professional (CSP) and leading wedding business consultant, featuring panelists Lisa Sheldon (Co-founder of Destination Wedding & Honeymoon Specialist Association), David Woods (President of the Association of Bridal Consultants) and Danielle Andrews (Co-founder of the Wedding Planners Institute of Canada)
  - **Romance Reimagined** (March 3 and March 10) being moderated by Bridgette King, Executive Director with the Bahamas Ministry of Tourism, featuring panelists Jena Conway (Director of Weddings and Special Occasions at Atlantis, Paradise Island), Gilda Noboa, Director of Sales and Marketing for USA and Canada (Viva Wyndham); Desiree Moxey, Director of Events (Baha Mar Grand Hyatt) (Boutique hotels will be featured during the consumer day panel discussion.)
  - **Love Is All You Need** (March 3 and March 10) with moderator Cindy Coakley-Knowles, President of the Bahamas Bridal Association, and featuring panelists Natalie Appleyard, Director of Wildflowers; Marva Munroe of Chic Bahamas Weddings, photographer Lyndah Wells and Kenton Burrows of Expressions Entertainment.





- **Romance Me in The Bahamas** (March 10) with moderator Alison McGill, Editor, Weddingbells Magazine, and featuring panelists Tracey Manailescu, Co-founder of The Wedding Planners Institute of Canada and David Cox, Publisher of Caribbean Bride Magazine
- **Listen Up and Sell More Workshops** (March 3): featuring well known presenter Alan Berg, CSP who will be discussing how to ask better questions to help you sell more in less time.
- **Keynote Speaker** (March 10): Jennifer Stein, Editor-in-chief of Destination I Do magazine, will deliver the expo's keynote address, "Keep Calm & Marry On" highlighting the shifts in the industry and how couples are finding creative ways to bring to life their weddings, honeymoons and romantic escapes safely amidst the pandemic.
- **Virtual Networking Booths:** Walk the virtual floor visiting a variety of booths to collect essential information for download or take advantage of the live chat feature allowing participants to ask questions and speak directly with local hoteliers and Bahamas Romance specialists.
- **A Taste of The Bahamas Experiences:** Be transported to The Bahamas featuring the making of signature cocktails, enjoy the culinary delights of a Bahamian Chef or check out the latest bridal fashion as models walk the runway for a Bahamian fashion show.
- **"From The Bahamas with Love" Magazine Launch:** Participants will be offered access to the first edition of the digital magazine, launching March 10, with exclusive wedding planning content including -- top venue recommendations, bachelorette party planning inspiration, as well as made in The Bahamas decor and styling tips.
- **Prizes and Giveaways: Special Media & Travel trade giveaway (March 3)**
- **Prizes and Giveaways: On the consumer day (March 10),** lucky couples will have a chance to win one of 16 romantic experiences, including an all-expenses paid romantic getaway to The Bahamas and a destination wedding or vow renewal.

"With intimate, secluded cays, unmatched turquoise waters and pink- and white-sand beaches, it's easy to understand why The Bahamas is considered one of the world's most romantic destinations," said Joy Jibrilu, Director General of the Bahamas Ministry of Tourism & Aviation. "With so many offerings available, we are thrilled to connect consumers to experts across a number of industries through our virtual romance expo experience to ensure the ease of planning a romantic Bahamian getaway, especially after so many plans were upended this last year."

Whether couples are planning a wedding, anniversary, honeymoon or simply a romantic escape - the virtual expo offers invaluable access to experts and resources to take all of the stress away from planning and allow more time to find out why It's Better in The Bahamas.

### **Links to register for the events:**

**Travel Trade (March 3):** <https://www.bahamas.com/from-the-bahamas-with-love-trade>

**Consumer (March 10):** <https://www.bahamas.com/from-the-bahamas-with-love-consumer>



## For Immediate Release

### **BAHAMAS SEES CONTINUED SUCCESS MITIGATING THE SPREAD OF COVID-19**

*Travel Protocols Established by The Ministry of Tourism, Ministry of Health and Government Agencies Help Keep The Bahamas Safe for Both Travellers and Residents*

NASSAU, Bahamas, January XX, 2021 – COVID-19 cases across The Islands of The Bahamas remain manageable following the introduction of Prime Minister’s Emergency Orders and continued adherence travel and entry protocols developed by the Ministry of Tourism & Aviation, Ministry of Health and other government agencies. Thanks to the diligence and commitment of the Bahamian people and visitors, The Bahamas has been able to continuously relax protocols and reopen for tourism, the lifeblood of the country’s economy.

[EndCoronavirus.org](https://endcoronavirus.org), an international coalition of over 4,000 scientists and other community stakeholders, utilized data collected by John Hopkins University Coronavirus Resource Center, to determine The Bahamas as having one of the most successful responses to the virus. The Bahamas is one of 26 countries in this positive category.

“We are extremely pleased to be recognized for our COVID response,” said Minister of Tourism & Aviation Dionisio D’Aguilar. “The commitment the Bahamian people and our visitors have shown to adhering to these protocols has allowed The Bahamas to remain an unmatched vacation destination. What we’re doing is working -- we must stay the course and continue to exercise vigilance to protect one another.”

The top priority for all has been to navigate this unprecedented global crisis in a way that prioritizes the health and safety of residents and visitors alike. Adherence to protocols thus far has proven to be effective in allowing the country to open the tourism sector for travellers while Bahamian citizens embrace the new normal and resume activities.

Due to the fluidity of COVID-19, the Government of The Bahamas will continue to monitor cases across the islands. The destination has witnessed first-hand how conditions and instances of the virus can be different on each of the 16 islands. Island-by-island status updates will continue to be updated ongoing and can be viewed by visiting [Bahamas.com/travelupdates](https://Bahamas.com/travelupdates).

###

### **PRESS INQUIRIES**

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## **THE ISLANDS OF THE BAHAMAS ANNOUNCES UPDATED TRAVEL AND ENTRY PROTOCOLS**

### *New Rules in Effect for Vaccinated Travelers*

NASSAU, Bahamas, May 17, 2021 – The Government of The Bahamas announced updated public health measures and entry protocols for fully vaccinated travellers, stating:

- Effective immediately, Bahamian citizens and residents who are fully vaccinated – after receiving their second dose - will be exempt from COVID-19 testing requirements when travelling inter-island from Nassau & Paradise Island or Grand Bahama Island to any other island.
- Effective May 1, 2021, international visitors travelling to The Bahamas from other countries who are fully vaccinated and have passed the two-week immunity period will be exempt from testing requirements for entry and inter-island travel.

### **REQUIREMENTS FOR VACCINATED TRAVELLERS**

Vaccinated travellers will still need to apply for the Bahamas Travel Health Visa and will be required to upload proof of vaccination (such as CDC or government issued vaccine record card) with their application in place of PCR test requirement. They will not need to provide a negative COVID-19 PCR test prior to entry, submit to rapid testing mandates or complete the daily health questionnaire during their stay. At this time The Bahamas Government will only be accepting vaccines by Pfizer Moderna, Johnson & Johnson and AstraZeneca.

### **REQUIREMENTS FOR UNVACCINATED TRAVELLERS**

Travellers who are not fully vaccinated will be required to follow all existing entry testing requirements including applying for a Bahamas Travel Health Visa, providing proof of negative PCR test taken no more than five (5) days prior to arrival and completing the daily health questionnaire, as well as conducting rapid COVID-19 antigen testing if they are staying in The Bahamas for longer than four (4) nights and five (5) days.

### **REQUIREMENTS FOR ALL TRAVELLERS**

All visitors and residents will be required to apply for the Bahamas Travel Health Visa and adhere to health and safety protocols on-island such as mask wearing, social distancing and frequent hand washing among others. Health and safety remain our highest priority and we must continue to be vigilant.

Due to the fluidity of COVID-19, the Government of The Bahamas will continue to monitor cases across the islands and loosen or tighten restrictions as needed. The Bahamas is an archipelago with more than 700 islands and cays, spread over 100,000 square miles, which means conditions and instances of the virus can be different on each of the 16 islands available to



welcome visitors. Travellers should continue to check the status of their island destination before travelling, by visiting [Bahamas.com/travelupdates](https://bahamas.com/travelupdates).

For full details on the latest updates, protocols and regulations, please visit [opm.gov.bs](https://opm.gov.bs).

###

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## For Immediate Release

### **THE ISLANDS OF THE BAHAMAS ANNOUNCES UPDATED TRAVEL AND ENTRY PROTOCOLS**

*New Rules in Effect for Inter-Island Travel From Nassau & Paradise Island and Grand Bahama*

NASSAU, Bahamas, April 1, 2021 – The Government of The Bahamas has issued updated public health measures, effective as of Thursday, April 1, 2021, as well as new protocol for inter-island travel from Eleuthera and Harbour Island.

All travellers to The Bahamas are required to abide by these entry and inter-island travel protocols that help keep the country safe for all to enjoy. An overview of updates are as follows:

#### **Prior to Travel:**

##### **1. COVID-19 RT-PCR Test**

- All persons travelling to The Bahamas, and those travelling inter-island from Nassau & Paradise Island, Grand Bahama Island, Abaco, Eleuthera or Harbour Island must obtain a negative COVID-19 RT-PCR (swab) test taken no more than five (5) days prior to the date of arrival.
- The day the test is taken is considered Day 0; for example, if a test was taken on Monday, travel must be completed by Saturday in order for the test to be valid for entry.
  - The name and address of the lab, where the test was performed, must be clearly displayed on the test result.
  - A Bahamas citizen or resident planning to travel abroad for five (5) days or less must secure a test in the destination they visited before travelling back to The Bahamas. Any RT-PCR test taken in The Bahamas prior to travel will not be valid for re-entry.
- **Exemptions:**
  - Children age ten (10) and under
  - Pilots and crew of commercial airlines who remain overnight in The Bahamas.

##### **2. Bahamas Travel Health Visa**

- All travellers, including visitors, returning citizens and residents arriving via commercial flights, as well as by private planes, private boats, yachts or pleasure craft, are required to apply for a Bahamas Travel Health Visa at [travel.gov.bs](https://travel.gov.bs) where they will upload test results (as appropriate) and other required documents.



- All travellers eighteen (18) years of age and older are required to complete an individual Bahamas Travel Health Visa.
- Persons seventeen (17) years and younger are to add a profile within the account of the parent or guardian.
- International travellers, or Bahamians returning to The Bahamas from abroad, click on the International tab and upload test results and other required documents.
  - Those travelling inter-island, originating from a destination within The Bahamas, should select the domestic tab and upload test results (if applicable) and other required documents.
- There is a non-refundable fee for the Bahamas Travel Health Visa, inclusive of an application fee, administrative and distribution costs. The final price is dependent on length of stay, as well as applicable testing, insurance and healthcare related costs:
  - \$25 – Domestic travel departing Nassau & Paradise Island or Grand Bahama Island
  - \$40 (non-refundable) – Returning citizens and residents of The Bahamas
  - \$40 (non-refundable) – Visitors (citizens or residents of USA & Canada) staying up to four (4) nights and five (5) days
    - Includes cost of Travel Health Insurance; a day five rapid antigen test is not required
  - \$50 (non-refundable) – Visitors (citizens or residents of all other countries) staying up to four (4) nights and five (5) days
    - Includes cost of Travel Health Insurance; a day five rapid antigen test is not required
  - \$60 (non-refundable) – Visitors (citizens or residents of USA & Canada) staying longer than four (4) nights and five (5) days
    - Includes costs of Travel Health Insurance and rapid antigen test on Day 5
  - \$70 (non-refundable) – Visitors (citizens or resident of all other countries) staying longer than four (4) nights and five (5) days
    - Includes costs of Travel Health Insurance and rapid antigen test on Day 5
  - Free - Children ten (10) years and under (insurance coverage included)
  - Exempt – Pilot/crew of commercial airlines who remain overnight in The Bahamas

## **Upon Arrival**

### **1. Comply with Monitoring Protocols:**

- All persons travelling to The Bahamas will be required to complete a short, daily online questionnaire concerning the health and symptoms of each traveller. Questionnaires must be completed upon arrival and each day thereafter for up to 14 days or the duration of their stay, whichever is shorter.
  - This includes day of departure, if travelling less than 14 days.
- Any visitor who exhibits COVID symptoms at any time during their stay will be required to take a Rapid Antigen Test and receive a negative result before being permitted to continue with their vacation.
- If a person tests positive they will be required to follow up with a COVID-19 RT-PCR (swab) test.

### **2. Rapid COVID-19 Antigen Testing (if applicable):**

- All persons who enter The Bahamas or are travelling inter-island from Nassau & Paradise Island, Grand Bahama Island, Abaco, Eleuthera or Harbour Island, and are staying in their destination for longer than four (4) nights and five (5) days will be required to take a rapid COVID-19 antigen test.
  - **Children age ten (10) and under, as well as pilots and crew of commercial airlines who remain overnight in The Bahamas, are exempt from obtaining the RT-PCR test.**
- All visitors departing on or before five days will **not** be required to obtain this test.
  - Please note: the day of arrival is considered Day one (1) of a person's stay.
- The rapid tests are easy, quick and will yield results in 60 minutes or less, with results being provided electronically via SMS text message and email.
- Travellers will receive a reminder 24 hours prior to the required test with information on where and how to obtain a test. All persons taking a rapid antigen test are required to bring and present their Bahamas Travel Health Visa with QR code. Tests cannot be properly recorded without the QR code that corresponds to each person's individual Bahamas Travel Health Visa.
- An approved list of testing sites is available at [Bahamas.com/travelupdates](https://bahamas.com/travelupdates).

Due to the fluidity of COVID-19, the Government of The Bahamas will continue to monitor cases across the islands and loosen or tighten restrictions as needed. The Bahamas is an archipelago with more than 700 islands and cays, spread over 100,000 square miles, which means



conditions and instances of the virus can be different on each of the 16 islands available to welcome visitors. Travellers should check the status of their island destination before travelling, by visiting [Bahamas.com/travelupdates](https://bahamas.com/travelupdates).

For full details on the latest updates, protocols and regulations, please visit [opm.gov.bs](https://opm.gov.bs).

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Subj: Growing List of Bahamas Hotels Offering On-Site COVID-19 Testing

Hi [XX],

Reaching out on behalf of The Islands of The Bahamas. The destination and its partners are continuing to adapt to ongoing updates to testing protocols and requirements – specifically newest regulations requiring a negative COVID-19 test for anyone entering the U.S. by air.

[I noticed you recently covered hotels offering on-site testing, and wanted to be sure you had details about the offerings available at various hotels throughout The Bahamas in the event you might be updating your story (see below).]

**OR**

[Wanted to be sure you had details on the growing numbers of hotels throughout the destination offering on-site testing for guests (see below). ]

Costs vary, and travelers should check with their host property for details. Additionally, full details on the latest re: traveling to The Bahamas can be found [HERE](#).

Please let me know if you have any questions.

Best,  
[XX]

#### **Hotels in The Bahamas On-Site Testing**

- **Nassau:** Baha Mar, Atlantis, Ocean Club, Island House
- **Andros:** Swain's Cay Lodge, Caerula Mar, Kamalame Cay Resort, Andros South Bonefish Lodge, Bair's Lodge
- **Eleuthera:** The Ocean View Club, The Other Side, Cape Eleuthera Resort & Marina
- **Abaco:** Green Turtle Cay Club Resort & Marina, Baker's Bay (members only), Abaco Beach Resort & Marina
- **Cat Island:** Shanna's Cove Resort, Rollezz Villas Beach Resort

A full list of testing sites in The Bahamas can be found [here](#).



**Subject:** Story Idea: Your Bahamas Island Hopping Itinerary

Hi XX,

[INSERT PERSONAL INTRO]

With brighter days ahead, there is no better time to start planning a bucket list worthy island-hopping getaway in [The Bahamas](#). The Bahamas' 16 unique island destinations offers guests everything from a vibrant city life to secluded beaches and lush greenery. Whether travelers are looking for a relaxing or active getaway, boutique lodges or mega-resorts, the [Island Finder](#) function on Bahamas.com is a must-use resource to narrow down your perfect Bahamian island.

If you are working on any stories where this might be a fit, we'd love for you to consider The Bahamas:



#### **City Dwelling in Nassau**

Those visiting the capital of The Bahamas will, of course, find pristine beaches but also historic landmarks and a vibrant city life. By day, guests can explore [Queen's Staircase](#) and the famous [straw market](#) and at night, indulge in a drink at The Bahamas' first craft cocktail bar, [Bon Vivants](#), or test your luck at Atlantis' [casino](#).

Where to Stay: [Island House](#), [Baha Mar](#)

#### **Island Hopping in The Exumas**

Home to the most pristine waters in the Caribbean, The Exumas is the ultimate island-hopping destinations. The 365 cays that make up The Exumas make it ideal for those looking for a secluded escape. No trip to The Exumas is complete without visiting the island's most famous residents, the [Swimming Pigs](#)!

Where to Stay: [Sandals Emerald Bay](#), [Grand Isle Resort & Spa](#)

#### **Find Your Adventure on Long Island**

Rich with natural wonders, Long Island is an adventurer's paradise. Guests can take the plunge into the second deepest blue hole in the world, [Dean's Blue Hole](#), or wind their way through Hamilton's Cave, the largest cave system in The Bahamas.

Where to Stay: [Cape Santa Maria Beach Resort & Villas](#), [Stella Maris Resort](#)

**Jet Set to Bimini**

Those looking for a quick escape or a final stop before heading back to the U.S., will find the best of The Bahamas on Bimini. Just 50 miles off the coast of Florida, Bimini offers travelers stunning beaches perfect for relaxing and [shipwrecks](#) on every diver's bucket list.

Where to Stay: [Bimini Big Game Club Resort & Marina](#), [Hilton at Resorts World Bimini](#)

Let me know if you have any questions. Nonetheless, would love to hear what you're working on lately or brainstorm ways to work with you this year with my client The Bahamas – happy to set up a chat!

Images and additional information are available upon request.

Best,

XX



**Subject Line:** The Bahamian Island Where Martin Luther King Jr. Sought Tranquility

Hi XX,

Mondy here from The Islands of The Bahamas! While many know the destination for its pristine waters, white sand beaches and delicious cuisine, the islands-nation is also filled with little-known historical facts that we'd love to pass along in case you're interest in sharing with your readers.

Did you know Civil Rights leader, Martin Luther King Jr. often visited [Bimini, Bahamas](#) – a small island just 50 miles by plane from South Florida?

- While visiting, Mr. King would seek tranquility, peace and inspiration in Bimini including bonefishing with Ansil Saunders – one of the most legendary bonefishers of his time.
- In 1964 King visited the island with Adam Clayton Powell, in which he wrote his Nobel Prize acceptance speech that he gave in Oslo, Norway in 1964.
- During his 1968 trip, he also wrote his famous "Sanitation Workers" speech.
- MLK Jr often stayed at [Bimini Big Game Club](#), which currently has a plaque installed that pays homage to the civil rights leader.

If you are interested in the above or have any questions, please do let me know and I'd be happy to coordinate with you further. In the meantime, high res images of Mr. King and Bimini Big Game Club can be found [here](#).

Thanks,

Mondy



**Subject:** The Most Romantic Spots in The Bahamas

Hi XX,

As Valentine's Day approaches and we're all dreaming of a warm romantic getaway, there is no better place to daydream of than [The Bahamas](#). With over 700 islands and cays and 16 unique island destinations, The Bahamas is rich with secluded cays and hidden gems.

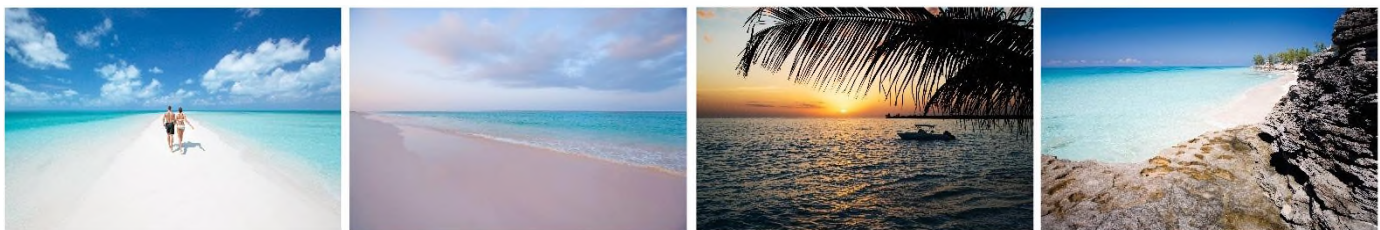
If you are working on any romance travel roundups or slideshows, we'd love for you to consider some of the top spots in The Bahamas that your readers can choose for future travel planning purposes:

- [The Exumas](#) – With 365 cays, The Exumas offers couples a number of secluded spots perfect for an intimate getaway. The iconic turquoise waters and seemingly endless white-sand beaches will be the perfect spot for an unforgettable vacation.
- [Harbour Island](#) – Nothing says tropical romance quite like Harbour Island's famous [Pink Sands Beach](#). Considered one of the best beaches in The Bahamas, Pink Sands Beach boasts over three miles of millennial-pink sand and is an oasis for total relaxation.
- [Long Island](#) - Long Island's serene beaches are the perfect spot for enjoying an unmatched Bahamian sunset. During the day, couples can discover the island's brilliant coral reefs while thrill seekers can dive the world's deepest blue hole, [Dean's Blue Hole](#), and snorkel through hidden limestone caves of Cape Santa Maria.
- [Bimini](#) – Just miles off the coast of Florida, Bimini is an ideal destination for couples looking for a quick weekend getaway. The island is a peaceful, quaint getaway with a mix of adventure but no romantic getaway to Bimini would be complete without a trip to Honeymoon Harbour Beach – a secluded stretch of beach only accessible by boat.

Please see a snapshot of these dreamy destinations below and a link to hi-res images [here](#). If you're seeking anything in particular that is not included for download – let us know and we'd be happy to provide.

Best,  
XX

*(In Order: The Exumas, Harbour Island, Long Island, Bimini)*



**Subject Line:** Bahama Mama Valentine's Day Cocktail

Hi XX,

While many Valentine's Day dates and Galentine's gatherings won't be spend in The Bahamas, it doesn't mean you can't get a taste of the sunshine on the annual holiday. Passing along a delicious, easy-to-make Bahama Mama cocktail recipe, perfect for any special, at-home celebrations. Because we're all mentally in The Bahamas... right?

If you're working on any Valentine's Day cocktail stories, or any upcoming cocktail stories – would love for you to consider ours!

High re images: <https://www.webcargo.net/l/0puLhVg7DD/>

Please let me know if any questions or if you need anything else.

Cheers,

Mondy

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**Bon Vivant's Bahama Mama**

**Image Credit:** Bon Vivants / Cocktail Created by [Bon Vivants](#)

*Ingredients*

- 1 oz Dark Rum
- 1/2 oz Coconut Rum
- 1/2 oz Banana Liqueur
- 1 oz Pineapple Juice
- 1 oz Fresh Orange Juice
- Splash of Grenadine
- Crushed Ice
- Optional: A pineapple or orange slice

*Directions*

- Set up some island tunes in the background (e.g. the [Bahamas-inspired hit Fly Away, by Lenny Kravitz](#)) or some authentic Bahamian [rake and scrape](#)
- Pull out your favorite cocktail glass and fill with ice
- Combine all ingredients
- Top your tropical cocktail with pineapple or orange slice
- Cheers!



**SUBJECT:** Crystal Cruises Returns to The Bahamas with Extended Stay Offerings

Hi **XX** – how are you?

With vaccination numbers on the rise and warmer days ahead, [The Bahamas](#) is excited to welcome [Crystal Cruises](#) back to the nation's waters for a series of seven-night, round-trip cruises from Nassau and Bimini starting July 3 and 4 respectfully, on its award-winning flag ship, *Crystal Serenity*.

Vacationers can expect seamless experiences from ship to shore while island-hopping the home ports and docking in popular Out Islands including Great Exuma, San Salvador and Long Island. Itinerary highlights include:

- Guided kayaking excursion along the Bimini coastline to witness the natural bounty of the Bahamas' pristine underwater world.
- An Eco Couch Cruise to watch local free divers demonstrate how conchs are harvested from - and returned to - the grassy shallows.
- The world-famous swimming pigs of Exuma headline a full-day boating adventure through endless sun-soaked beaches and cays.

With over 700 islands and cays and 16 unique island destinations, The Islands of The Bahamas offers an abundance of reasons for travelers to extend their vacations ashore with world-class fishing, diving, boating, birding, and nature-based activities.

#### **Crystal's Extended Land and Hotel Programs**

For an extraordinary value, guests can take advantage of optional pre- or post-cruise luxury hotel experiences at either Nassau's [SLS Baha Mar](#) or [Hilton at Resorts World Bimini](#) start at \$359 and \$299 per guest.

- **Nassau**
  - SLS Baha Mar was envisioned as a tropical sanctuary featuring dazzling natural scenery paired with unparalleled service and amenities. Guests can enjoy sophisticated style and unforgettable dining options and nightlife at the Baha Mar Casino.
  - Nassau & Paradise Island, often considered the gateway to The Bahamas, consist of two islands: [New Providence and Paradise Island](#). Visitors will find the iconic mega-resorts and bustling downtown full of cultural experiences and a vibrant historical scene like the Nassau Straw Market and National Art Gallery.
- **Bimini**
  - Hilton at Resorts World Bimini offers elegant, spacious, ultra-luxurious accommodations where guests can relax and take in the surrounding beauty. On-site enjoy the pristine lagoon pool, live entertainment and island excursions.
  - 50 miles from Florida's eastern coast, [Bimini](#) exists in a world of its own. The island is most known for its exhilarating shark dives and water adventures earning it the title of

Sport Fishing Capital of the World for its prized-winning marlin, sailfish, tuna and wahoo.  
Experienced divers can drift along Victory Reef or deep dive the Continental Shelf.

Off-the-beaten-path travelers can find even more worthwhile reasons to extend their upcoming trip when booking a stay on one of the other 14 [island destinations](#) across the Bahamas.

**Any interest in sharing these travel experiences with your readers? I'm more than happy to answer any questions. Please find the most up-to-date travel information at [Bahamas.com/travelupdates](https://bahamas.com/travelupdates).**

Best,  
Ashlea



**For Immediate Release**

**WHAT'S NEW IN THE BAHAMAS IN JUNE**

**NASSAU, Bahamas, June XX, 2021** – Wanderlust no more. The Bahamas welcomes travellers to celebrate the arrival of summer with ease! Experience the islands – in real life – for an unforgettable vacation. Soaking up the tropical sun, relaxing on the white sand beaches and cooling off in the warm turquoise waters of The Bahamas is not as out of reach as you may think with plenty of deals, must-visit experiences and new relaxed travel measures in store.

**NEWS**

**Fully Vaccinated Travellers Relax with Ease** – As of May 1, 2021, those who are fully vaccinated are not required to provide a negative COVID-19 PCR test before entry, submit to rapid testing mandates or complete the daily health questionnaire during their stay. Before booking, travellers should visit [Bahamas.com](https://www.bahamas.com) to stay up to date on the latest travel information.

**Baha Mar Welcomes New Oceanfront Water Park** – Baha Bay, a 15-acre oceanfront water park, is set open July 2, featuring 24 water slides, a duelling water coaster, 500,000-gallon wave pool, and winding river for guests of the Baha Mar resorts.

**Riu Palace Paradise Island in the Bahamas Reopened** – The all-inclusive adults-only beachfront resort welcomed back guests last month with an extensive range of cuisine, on-site entertainment and more.

**PROMOTIONS AND OFFERS**

For a complete listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](https://www.bahamas.com/deals-packages).

**First Responders Appreciation** – To show appreciation, [Comfort Suites Paradise Island](https://www.bahamas.com/comfort-suites-paradise-island) is comping the first night for first responders now through June 15, 2021, when booking 4+ nights. Guests who stay for 3+ nights are eligible for up to \$300 in food and beverage credit.

**Sneak Peek into Paradise** – The new [Margaritaville Beach Resort – Nassau](https://www.bahamas.com/margaritaville-beach-resort-nassau) is offering guests 35% off when booking travel before June 30, 2021.

**Free Night + \$250 in Resort Credit for Atlantis Paradise Island Bahamas** – Guests who book travel to [Atlantis Paradise Island Bahamas](https://www.bahamas.com/atlantis-paradise-island-bahamas) now through August 13, 2021, receive the 5<sup>th</sup> night free and stays beginning July 11 are eligible for a \$250 resort credit.

**Stay Longer on Us Deals** – [Baha Mar](https://www.bahamas.com/baha-mar) is offering exclusive promotions at [Grand Hyatt Baha Mar](https://www.bahamas.com/grand-hyatt-baha-mar), [SLS Baha Mar](https://www.bahamas.com/sls-baha-mar) and [Rosewood Baha Mar](https://www.bahamas.com/rosewood-baha-mar). Guests can take advantage of discounted rates, complimentary nights and \$100 resort credits.





**Summertime with UNEXSO Grand Bahama** – Make a splash this summer on Grand Bahama Island with special excursion deals from UNEXSO. Book now for 30% off the [dolphin close encounter](#). The offer expires on August 30, 2021.

**\$300 Fuel Credit for Out Island Vacations** – Boaters receive a \$300 fuel credit for a pre-booked 4-night consecutive hotel stay at [Bahama Out Islands](#) Promotion Board member resorts and marinas before October 31, 2021. Booking window: now – June 30.

**Exclusive Travel Deal for Bahamas Residents** – Residents of The Bahamas can take advantage of a limited-time offer to [explore the Family islands](#), which includes one free Airline/Bahamas Ferry ticket from Nassau for pre-booked 2-night hotel stays or two free Airline/Bahamas Ferry tickets from Nassau for pre-booked 4-night or longer hotel stays. Individual hotel offers are available.

**Private Pilots for Out Island Hopping** – Jet set travelers can enjoy the excitement of an island-hopping vacation with this great offer. [Private Pilots](#) who pre-book a 2-night stay at any participating Bahamas Out Islands Promotion Board member hotel will receive a \$150 Fee Credit. Travel window: July 5 – October 31, 2021.

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**For Immediate Release**

**WHAT'S NEW IN THE BAHAMAS IN MAY**

**NASSAU, Bahamas, May 06, 2021** – Travelers wishing for idyllic sandy beaches and irresistible blue waters will find their paradise in The Bahamas this summer.

**NEWS**

**People-to-People Goes Virtual** – The beloved program, connecting visitors with locals for 45 years, now offers five free virtual sessions with ambassadors in The Bahamas. To book, visit: <https://www.bahamas.com/plan-your-trip/people-to-people>.

**Increased Airlift** – American Airlines launches direct flights from Austin-Bergstrom International Airport (ABIA) to Lynden Pindling International Airport (NAS) June 5, 2021. Frontier Airlines also announced direct flights from Miami International Airport (MIA) to Nassau (NAS) four times a week starting July 2021.

**Viva Wyndham Fortuna Beach Reopens** – the Grand Bahama Island all-inclusive resort welcomes guests back this month with an oceanfront pool, watersports, white-sand beaches, ocean view rooms and more.

**Resorts World Bimini's New Beach Destination** – Located just 50 miles off the coast of Florida, Resorts World Bimini Beach will debut May 14, 2021, featuring lagoon pools, private cabanas, ocean view dining and more.

**The Sugar Factory Heads to Baha Mar** – the newest location will be set inside the New Providence resort featuring a restaurant, café, confectionary shop, retail store, carousel bar and CandyOcean, a new aquatic-themed immersive experience.

**AWARDS AND ACCOLADES**

**Nominated as Best Spa Destination** – The Bahamas has been nominated for the Caribbean's Best Spa Destination award in the 7<sup>th</sup> annual World Spa Awards. [Voting](#) runs May 19 through September 8, 2021.

**Top Incentive Travel Destination** – Northstar Meeting Group survey revealed The Bahamas as a [Top 8 Travel Destination](#) for booking incentive travel in 2021, selected by event organizers, planners and incentive program professionals from all sectors.

**PROMOTIONS AND OFFERS**

For a complete listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages).



**\$250 Air Credit for Out Island Vacations** – U.S. and Canadian residents can take their pick of 10 unspoiled and uncrowded [Out Islands](#) and receive an air credit of \$250. Booking window: April 5 - May 10, 2021.

**Extended Stay Deals** – Guests who book an extended stay - 14 days or longer - at [Grand Isle Resort](#) on Great Exuma can receive up to 50% off. [Margaretville Beach Resort](#) in Nassau is also offering guests who stay 14 days or longer special pricing of up to 40% off regular rates.

**Travel Advisor Appreciation** – Celebrating “Travel Advisor Month” in May, [Warwick Paradise Island – Bahamas](#) is offering rates and a 3<sup>rd</sup> night free for travel advisors booking now through May 31, for stays through December 20, 2021.

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**For Immediate Release**

**WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS IN APRIL**

**NASSAU, Bahamas, April 6, 2021** – The Bahamas is heating up this spring with the recent announcement of the return of cruising to the destination in the coming months and Expedia Group's North American sites showing a 170% increase in searches about the destination in February. With a number of additional reopenings, The Bahamas is ready to continue to bring visitors the unparalleled vacation experience it is known for.

**NEWS**

**Cruising Returns to The Bahamas** – Crystal Cruises and Royal Caribbean announced their return to The Bahamas this summer. Crystal Cruises will operate in a Bahamas bubble with itineraries calling on Nassau, Bimini, Harbour Island, Great Exuma, San Salvador and Long Island. Royal Caribbean announced that Nassau will be the homeport for Adventure of the Seas beginning in June and will visit additional islands including Grand Bahama Island and Perfect Day at CocoCay, Royal Caribbean's private Bahamas destination.

**Bahamas Ministry of Tourism Launches Romance Magazine** – On the heels of its incredibly successful trade and consumer virtual romance expo, *From The Bahamas With Love*, the Bahamas Ministry of Tourism & Aviation launched its digital romance magazine by the same name. The [magazine](#) features exclusive wedding planning content including top venue recommendations, bachelorette party planning inspiration and made in The Bahamas decor and styling tips.

**Hurricane Hole Superyacht Marina Expansion and Reconstruction Expected by Q4 2021** – Famous among yachters, the highly anticipated reopening of [Hurricane Hole Superyacht Marina at Paradise Landing](#) is slated for completion Q4 2021. The totally rebuilt marina will feature luxury dockside residences, world-class retail, fine dining and extensive amenities designed for owners, guests and yacht crew, as well as docks up to 420 feet and 6,100 linear feet of deep-water floating.

**Lighthouse Pointe Reopens to Guests** – On March 25, Grand Bahama Island's [Lighthouse Pointe](#) reopened to guests as part of the phased reopening of the Grand Lucayan Resort. The property features 200 guest rooms and a number of on-site restaurants.

**John Watling's Distillery Reopens** – The famed Bahamian distillery, [John Watling's Distillery](#), reopened to visitors at the end of March. Free tours are available to visitors seven days a week from 10 a.m. to 6 p.m.

**The Bahamas Launches Digital Payment Portals for Boaters and Fishermen** - The Bahamas Customs & Excise Department and Ministry of Finance have developed electronic portals for boating and fishing



permits to be booked online. [Click2Clear](#), [SeaZPass](#) and [Go Outdoors Bahamas](#) ensure the ease of travel for all boaters and fishermen traveling to The Bahamas.

#### **AWARDS AND ACCOLADES**

**The Bahamas Awarded Bronze in 2021 Adrian Award** - The Hospitality Sales & Marketing Association International ([HSMAI](#)) will honor the Bahamas Ministry of Tourism & Aviation with a Bronze Adrian Award in the Integrated Marketing Campaign category for its Still Rockin' campaign. Following Hurricane Dorian, BMOTA's Still Rockin' campaign highlighted the country's 14 major islands unimpacted by the storm, which contributed to the country's record-breaking year of 7.2 million visitors in 2019.

**The Bahamas Honored with Nine Nominations in World Travel Awards** – The Islands of The Bahamas have been selected as a shortlisted nominee in the 28<sup>th</sup> annual World Travel Awards and are nominated in the lead beach, cruise, dive, honeymoon and overall destination categories. The Bahamas Ministry of Tourism is also nominated in the Caribbean's Leading Tourist Board 2021 category. [Voting](#) is open now through August 2, 2021.

#### **PROMOTIONS AND OFFERS**

For a complete listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages).

**Caerula Mar Exceptional Easter Escape** – Visitors can book the [Exceptional Easter Escape](#) and get an extra night at 50% off when booking four nights or more by April 15, 2021 for stays through May 31, 2021.

**4<sup>th</sup> Night Free at SLS Baha Mar** – [SLS Baha Mar](#) is offering a 4<sup>th</sup> night free for guests booking between now and December 23, 2021 and staying through December 23, 2021.

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## For Immediate Release

### WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS IN MARCH

**NASSAU, Bahamas, March 8, 2021** – The Bahamas is setting its sights on a busy spring filled with romance, reopenings, awards and hot deals perfect for an extended-stay in The Bahamas. With new hotel reopenings in Nassau and Grand Bahama this month and plenty of savings, there is no better time to start planning a Bahamian getaway.

#### NEWS

**Ministry of Tourism & Aviation Hosts Virtual Romance Expos** – On March 10, the MOTA will bring together industry leaders, partners and vendors for an educational experience for [consumer](#) participants. *From The Bahamas With Love* will showcase the destination's vast offerings for romantic escapes.

**Resorts Reopening in Nassau** – [Baha Mar](#) welcomes back guests to Rosewood and SLS on March 4 and opens a brand-new restaurant, Café Boulud, led by globally renowned Chef Daniel Boulud. Additionally, on March 31, [Sandals Royal Bahamian Resort](#) will reopen to travelers.

**Resorts Reopening on Grand Bahama** – The island of Grand Bahama welcomes back a beloved hotel on March 25 with the reopening of [Lighthouse Pointe Hotel](#), an all-inclusive resort located in Freeport.

**Recent Awards** – The Bahamas' Still Rockin' campaign has won a bronze Adrian Award in this year's integrated marketing category. In other exciting news, The Bahamas has been nominated for the [World Golf Awards](#) in the category of the Caribbean's Best Golf Destination of 2021. Voting is now open and golfers are asked to vote for the very best in golf tourism.

**Neal Watson's Bimini Scuba Center Introduces Ferry Inclusive Day Trips and Hotel Packages** – Neal Watson's Bimini Scuba Center has [partnered](#) with Baleària Caribbean Fast Ferry to offer day trips and two-, four- and five-night hotel packages at Bimini Big Game Club Resort & Marina. The fast ferry departs from Port Everglades on Wednesdays, Fridays and Sundays at 9 a.m. and returns to Bimini at 6:30 p.m.

#### PROMOTIONS AND OFFERS

For a complete listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages).

**Atlantis Book Early and Save** – Atlantis is offering [savings of up to 20%](#) on refundable rates when booking at least 30 days in advance.

**Grand Isle Resort Extended-Stay Program** – Extended-stay travelers can receive up to 50% off when booking a stay of 14 days or more at [Grand Isle Resort & Spa](#) in Exuma.





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## For Immediate Release

### WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS IN FEBRUARY

**NASSAU, Bahamas, February 03, 2021** – The Bahamas appeals to travelers looking for a warm winter getaway in February as hotels and activities continue to reopen across the islands and resorts offer romantic Valentine's Day escapes. With new extended-stay accommodations on Harbour Island and a number of hotels providing on-site COVID testing, The Bahamas continues to adapt to safety regulations to provide visitors with a stress-free Bahamian vacation.

#### NEWS

**Bahamian Hotels Provide On-Site COVID Testing** – Hotels across Nassau Paradise Island, Grand Bahama Island and the Out Islands are providing on-site COVID testing for guests in accordance with new U.S. international travel requirements. [Baha Mar](#), [Atlantis](#) and [The Ocean Club](#) are just a few of the hotels and resorts with on-site testing on Nassau Paradise Island along with Out Island hotels, including [Caerula Mar Resort](#) and [Abaco Beach Resort](#). For a full list of COVID testing sites and the latest travel and entry protocols, visit [Bahamas.com/TravelUpdates](https://www.bahamas.com/TravelUpdates).

**SLS and Rosewood Baha Mar to Reopen March 2021** – [Baha Mar](#) will enter into its final phase of reopening on March 4 with the reopening of Rosewood and SLS. The Nassau resort first welcomed back guests at Grand Hyatt Baha Mar in December 2020.

**Harbour Island's Rock House Hotel Launches Villa** – [Rock House Hotel](#) on Harbour Island has launched its Rock House Rental Villa, a private vacation home with all the amenities of a hotel. While the hotel and restaurant remain closed, up to 20 guests can enjoy the fully staffed private villa that comes with a private chef and concierge to take care of guests' every need. Booking is available on [Vrbo](#).

**Sandals Emerald Bay Golf Course Reopens** – With the [Sandals Emerald Bay Resort's](#) reopening on February 24, golfers can once again enjoy the award-winning Greg Norman course. Sandals Emerald Bay Golf Course is frequently recognized as one of the most scenic courses in the Caribbean, with 18 holes set against The Exumas' famous turquoise waters and white-sand beaches.

**Breezes Bahamas Welcomes Back Guests with Be Smart + Safe Initiative** – Upon its reopening in December 2020, [Breezes Bahamas](#) has safely welcomed guests with its [Be Smart + Safe](#) initiative. The initiative provides guests and team members with protocols on social distancing, face coverings and more.

#### PROMOTIONS AND OFFERS

For a complete, up-to-date listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](https://www.bahamas.com/deals-packages).



**Atlantis Couples Getaway Package** – Couples can plan a romantic Bahamian getaway at [Atlantis](#) this Valentine's Day. Celebrate with your partner while receiving daily complimentary breakfast, a quiet dinner for two, and late checkout.

**Cape Santa Maria Beach Lovers Vacation** – Escape to [Cape Santa Maria Beach Resort](#) on Long Island for a romantic retreat. Relax with a complimentary massage, welcome cocktails and more when staying three nights or more.

**Breezes Bahamas Winter Sale** – Breezes Bahamas is offering guests savings up to 53% for travel booked by February 28, 2021 as part of its [Winter Sale](#).

#### **ABOUT THE BAHAMAS**

With over 700 islands and cays and 16 unique island destinations, The Bahamas lies just 50 miles off the coast of Florida, offering an easy fly away escape that transports travelers away from their everyday. The Islands of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches waiting for families, couples and adventurers. Explore all the islands have to offer at [www.bahamas.com](http://www.bahamas.com) or on [Facebook](#), [YouTube](#) or [Instagram](#) to see why It's Better in The Bahamas.

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## For Immediate Release

### WHAT'S NEW IN THE ISLANDS OF THE BAHAMAS IN 2021

**NASSAU, Bahamas, January XX, 2021** – The Islands of The Bahamas are kicking off the New Year with new hotel opening, continued reopenings and increased airlift from major international markets, giving travelers plenty of reasons to add the destination to their 2021 bucket lists. With the new and improved Bahamas.com, future travelers can explore all that the islands have to offer while planning their next Bahamian getaway.

#### NEWS

**The Bahamas Invites Santa to Defrost on Stocking Island** – After a busy holiday season, The Bahamas has invited Santa to hang up his suit and hat and spend the next year defrosting on Stocking Island. By extending Santa and Mrs. Clause complimentary [BEATS visas](#) (Bahamas Extended Access Travel Stay), they will be able to unwind and enjoy the seclusion of the Out Islands and The Bahamas' most merry offerings until it's time to prepare for next Christmas.

**Margaritaville Beach Resort Opens to Visitors** – The highly anticipated resort, located near Junkanoo Beach and downtown Nassau, held a soft opening in late December and is now accepting reservations. During this time, guests can enjoy the One Particular Harbor building and its amenities, including Joe Merchant's Bakery, JWB Prime Steak and Seafood, luxurious infinity pool and more. [Margaritaville Beach Resort](#) plans to open the main building and all other amenities this spring.

**Hotel Reopenings Across The Bahamas** – A number of hotels across The Bahamas have reopened in time to ring in the New Year. Currently, [Atlantis Paradise Island](#), [Grand Hyatt Baha Mar](#), [Grand Isle Resort & Spa](#), [Resort World Bimini](#) and more have reopened and are accepting guests while [Sandals Royal Bahamian Resort](#) will reopen January 28 and [Sandals Emerald Bay](#) will reopen February 1. Additionally, [The Cove at Atlantis](#) will reopen February 11.

**Increased Airlift to The Out Islands** – For those eager for a more secluded vacation, a number of international carriers have resumed service to the Out Islands. [Delta Airlines](#) is operating daily flights between Atlanta, GA and North Eleuthera and Atlanta, GA and George Town, Exuma. [American Airlines](#) is also operating daily flights between Charlotte, NC and North Eleuthera and George Town, Exuma. Additionally, American Airlines offers daily flights between Miami, Florida and Freeport, Grand Bahama Island.

**Ministry of Tourism Relaunches Bahamas.com** – The Bahamas Ministry of Tourism & Aviation has relaunched [Bahamas.com](#) with new features and functionalities allowing consumers to easily plan their next vacation. The new, user-friendly interface includes tools to promote key passion points for travelers and ensure the ease of planning with the new Itinerary Planner, Experiences and "Discover Your Next Adventure" features.



## PROMOTIONS AND OFFERS

For a complete, up-to-date listing of deals and packages for The Bahamas, visit [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages).

**Caerula Mar Romantic Retreat** – The South Andros resort is offering a [free romantic amenity](#) valued at \$195 for couples staying over Valentine's Day. Situated on Andros' white-sand beaches, the recently opened resort is an ideal destination for a romantic escape.

**21% Off in 2021 at Atlantis** – [Atlantis Paradise Island](#) is ensuring 2021 treats guests well and is offering 21% off when staying four nights or more through November 30, 2021. Travel must be booked by January 21, 2021.

## ABOUT THE BAHAMAS

With over 700 islands and cays and 16 unique island destinations, The Bahamas lies just 50 miles off the coast of Florida, offering an easy fly away escape that transports travelers away from their everyday. The Islands of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches waiting for families, couples and adventurers. Explore all the islands have to offer at [www.bahamas.com](http://www.bahamas.com) or on [Facebook](#), [YouTube](#) or [Instagram](#) to see why It's Better in The Bahamas.

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## THE BAHAMAS WELCOMES VISITORS WITH EVEN MORE WAYS TO TRAVEL THIS SUMMER

**NASSAU, Bahamas, APRIL XX, 2021** – As travel continues a steady return growth (with safety regulations in place), [The Bahamas](#) is excited to welcome back visitors with more flight options and deals this summer.

Given anticipated demand by its consumers, **American Airlines** has announced direct flights from **Austin-Bergstrom International Airport (ABIA)** to **Lynden Pindling International Airport (NAS)** beginning June 5, 2021. **Frontier Airlines** has also announced direct flights from **Miami International Airport (MIA)** to Nassau (NAS) will be available four times a week starting July 2021. To ensure travelers' safety, each airline has implemented travel requirements and safety measures, with more details available by visiting [www.aa.com](http://www.aa.com) and [www.flyfrontier.com](http://www.flyfrontier.com).

"We're excited to welcome these new flights to The Bahamas, allowing more options for travelers to book a stay in paradise now that warmer weather is here," said the Hon. Dionisio D'Aguilar, Bahamas Minister of Tourism & Aviation.

While on-island, wanderlusts will find ultimate relaxation and heart-pounding adventure through the destination's rich culture, decadent sea-to-table dining and beautiful natural wonders. From secret sandbars and secluded pink-sand beaches, to deep blue hole diving and swimming with the pigs, there is truly something for everyone to enjoy. Not to mention, Downtown Nassau offers 20 square blocks of monuments, murals, and museums for those looking to engrain themselves in The Bahamas centuries-old history.

For those looking to book their next vacation, whether on Nassau or island hopping throughout the Out Islands, can head to [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages) or check with their hotel representatives to learn more about the deals and packages available in the coming months.

For an overview of The Bahamas' travel and entry protocols, please visit [Bahamas.com/travelupdates](http://Bahamas.com/travelupdates).

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## HSMAI TO HONOR THE BAHAMAS MINISTRY OF TOURISM & AVIATION WITH BRONZE ADRIAN AWARD FOR STILL ROCKIN' CAMPAIGN

*Adrian Award winners will be celebrated at a virtual event on Tuesday, March 23, 2021.*

McLean, VA, (Mar. 5, 2021) – The Hospitality Sales & Marketing Association International ([HSMAI](#)) will honor The Bahamas Ministry of Tourism & Aviation with a Bronze Adrian Award in the Integrated Marketing Campaign category for its Still Rockin' campaign. HSMAI's 64th annual Adrian Awards, the largest and most prestigious global travel marketing competition, was redesigned in 2020 to reflect the current travel landscape, with Focus Categories of Corporate Social Responsibility, Crisis Communications/Management, Recovery Strategies, and Talent & Leadership Development, in addition to traditional Adrian Award categories.

In the aftermath of Hurricane Dorian, The Bahamas Ministry of Tourism & Aviation's Still Rockin' campaign highlighted the country's 14 major islands unimpacted by the storm, which contributed to the country's record-breaking year of 7.2 million visitors in 2019. The multi-channel creative campaign featuring Bahamian-American rock legend Lenny Kravitz revealed the authentic spirit of The Bahamas and the country's ability to rebound and rebuild after difficult times.

"It is an honor to, once again, be recognized by the HSMAI Adrian Awards," said Bahamas Minister of Tourism & Aviation Dionisio D'Aguilar. "Through difficult times, The Bahamian people have been a beacon of strength and we remain steadfast in our commitment to providing citizens, residents and visitors an unmatched Bahamian experience."

"The Adrian Awards take on a new and vital meaning in 2021," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. "Hospitality and tourism professionals continue to face evolving challenges due to the ongoing pandemic that requires a new level of innovation and ingenuity to survive. HSMAI is proud to recognize the extraordinary efforts of hospitality sales, marketing, and revenue optimization leaders during these unprecedented times with Adrian Awards. By recognizing incredible work, we will reinvigorate the spirit and strength of our industry to push forward and drive recovery."

The HSMAI Adrian Awards will be held via virtual celebration on Tuesday, March 23, 2021, recognizing best practices, innovation, and community. Annually attended by



nearly 1,000 hospitality, travel, and tourism marketing executives, this celebration is a must-attend industry event. The Adrian Awards virtual celebration honors award-winning work and the people behind it with Lifetime Achievement Awards, HSMIAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization Awards, and more.

Winning entries will be viewable in the winners' gallery on the Adrian Awards website following the March 23 Celebration. Visit [www.AdrianAwards.com](http://www.AdrianAwards.com) for more information on the event and competition and to view the Adrian Awards Winners' Gallery.

#### ABOUT HSMIAI

The Hospitality Sales and Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Marketing Strategy Conference, Adrian Awards, and HSMIAI ROC. Founded in 1927, HSMIAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at [hsmiai.org](http://hsmiai.org), [HSMIAI Facebook](#), [HSMIAI Instagram](#), [HSMIAI Twitter](#), and [HSMIAI YouTube](#).

#### ABOUT THE BAHAMAS

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# # #

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**For Immediate Release**

**THE BAHAMAS IS SET TO HOST THE 2021 COMMONWEALTH LAW CONFERENCE THIS SEPTEMBER AT BAHAMAR**

**NASSAU, Bahamas, March 29, 2021** – The Bahamas' meeting and incentive business is ramping back up with a major law industry conference coming to Nassau this fall. The Bahamas will be hosting the 2021 Commonwealth Law Conference (CLC) September 5-9, at the five-star luxury resort Grand Hyatt Baha Mar, where speakers and attendees will be discussing this year's topic of Sustainable Justice and the future role of the law.

Set against the spectacular backdrop of crystal seas, picturesque cays, soft-sand beaches and dramatic sunsets, Nassau will play host to legal practitioners from all over the world convening to debate current issues in the profession, exchange views and share experiences with colleagues.

The CLC is one of the most prestigious events on the global legal calendar. Organised by the Commonwealth Lawyers Association, the four-day conference brings together 1,000 plus international lawyers and judiciary with specializations ranging from Corporate to Human Rights. Conference attendees can expect high caliber keynote speakers as well as a programme that covers topics of interest to lawyers, judges, academics and law students. This year's sessions will include the following topics: corporate & commercial law, constitutionalism & human rights, legal profession & judiciary, contemporary legal issues, roundtable discussions and sessions for CEO's and Young Lawyers.

To further enjoy the destination, attendees will have the opportunity to experience the beauty of The Bahamas through local excursions and activities. From pristine beaches, ecotourism and pampering, to watersports, sightseeing and fine dining, attendees and their plus ones will be able to take advantage of local excursions, both during and after the conference, including a Power Boat Adventure to the Exuma Cays and an Historical City Tour of Nassau.

"We are honoured to be hosting the 2021 Commonwealth Law Conference, joining the ranks of premier destinations like Zambia and Melbourne which have hosted previously," said the Honourable Dionisio D'Aguilar, the Bahamas Minister of Tourism & Aviation. "The meetings and incentive travel industry is an important tourism sector for us, bringing large group business to our shores. Event attendees have the opportunity to both work and play from our beautiful beaches, and we encourage all participants to extend their visit, soaking up as much sun, sand and sea as possible."

The Bahamas is an ideal destination for the groups industry, offering options for every type of occasion, from small corporate events, to conferences that spark creative spirits, or a team-building exercise that doubles as a tropical getaway. Across 16 main islands sit resorts, hotels, villas and venues to suit all budgets and group sizes. Also, getting to The Bahamas couldn't be easier with direct airlift from most major cities in the U.S., Canada and the UK; flight times as short as 50 minutes from the Florida coast.





For more information on the 2021 Commonwealth Law Conference or to register, click [here](#). Early Bird pricing is now available. Additionally, the CLC offers a discounted rate for CLA members, Young Lawyers, those from developing countries and CARICOM members.

#### **ABOUT THE BAHAMAS**

With over 700 islands and cays and 16 unique island destinations, The Bahamas lies just 50 miles off the coast of Florida, offering an easy fly away escape that transports travellers away from their everyday. The Islands of The Bahamas have world-class fishing, diving, boating and thousands of miles of the earth's most spectacular water and beaches. The Bahamas is known to have some of the clearest water in the world. It is so clear that NASA astronaut Scott Kelly shared dozens of photographs of the islands while he was orbiting the earth two years ago. He tweeted that The Bahamas was "the most beautiful place from space". Explore all the islands have to offer at [www.bahamas.com](http://www.bahamas.com) or on [Facebook](#), [YouTube](#) or [Instagram](#) to see why It's Better in The Bahamas.

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## **THE BAHAMAS MINISTRY OF TOURISM AND AVIATION BECOMES MEMBER OF GLOBAL SUSTAINABLE TOURISM COUNCIL (GSTC)**

**NASSAU, Bahamas, May XX, 2021** - The Bahamas Ministry of Tourism and Aviation (BMOTA) is proud to announce its affiliation as a member of the Global Sustainable Tourism Council (GSTC), joining other tourism organizations around the world in commitment to meeting global standards in sustainability in travel and tourism.

During the COVID-19 global travel interruption in 2020, BMOTA invested time in a series of capacity building and destination stewardship programs with GSTC. Setting sustainable tourism development and management as a priority for recovery and resilience building, BMOTA arranged for staff and tourism industry stakeholders to participate in an online session of GSTC's [Sustainable Tourism Training Program \(STTP\) course](#). Participants represented a cross-section of public and private sector organizations, from various Bahamas destinations including: Nassau, North Andros, Central Andros, South Andros, Mangrove Cay, Harbour Island, Abaco, Eleuthera, San Salvador, Exuma, Long Island, Bimini, Cat Island, and Grand Bahama Island.

In the months that followed, as a continuation of The Bahamas' capacity building in sustainable destination management, GSTC has been working with several of The Bahamas Family Islands on additional GSTC training, workshops, and programming to support establishment of Destination Stewardship Councils implementing the GSTC Criteria for Destinations. Both GSTC and The Bahamas look forward to sharing the results of this work in the coming months.

"The Islands of The Bahamas offer endless beauty and geographic diversity that make it a top destination for travellers from all ends of the earth year-over-year," said the Hon. Dionisio D'Aguilar, Bahamas Minister of Tourism & Aviation. "It is our duty to ensure that we are doing all that we can to ensure we maintain all its splendor for the future, and our alignment with GSTC is an essential piece to that journey."

"We're grateful to be a partner in GSTC's global efforts and look forward to enhancing our commitment to sustainable tourism in The Bahamas with their destination criteria as a critical guide to success," said Kristal Bethel, Senior Director, Sustainable Tourism, The Bahamas Ministry of Tourism & Aviation.

### **GSTC Welcomes the Bahamas**

"We welcome The Bahamas as a member of GSTC, joining a growing group of National Tourism Organizations from throughout the world. GSTC also applauds the initiative of The Bahamas in taking advantage of a series of GSTC training and capacity building resources to better position this island nation for a strong recovery and more resilient future," says Randy Durband, GSTC CEO.

"The Bahamas showed strategic foresight launching this partnership with GSTC at this critical moment," says Kathleen Pittman, GSTC Program Director for the Caribbean, and Strategic Partnerships. "Driving our work together is The Bahamas priority of tourism recovery with local community benefits as the central objective."



GSTC encourages NTOs and DMOs (destinations) pursuing sustainability practices in development and management of tourism, to [join as GSTC members](#) and apply the [GSTC Destination Criteria](#). Destinations can eventually aim for [being certified by a GSTC-Accredited Certification Body](#) as a sustainable tourist destination.

The Bahamas is a protector of both the archipelago's pristine beauty and its endangered species and places priority on being an eco-friendly destination. The critically important work of preserving these natural environments is done by The Bahamas National Trust, an organization noted for its vast wetland conservation efforts on Andros, New Providence, Exuma, Freeport, and Inagua, home to the largest remaining breeding colony of West Indian flamingos. For more information about eco-tourism in The Bahamas, visit: <https://www.bahamas.com/plan-your-trip/ecotourism>.

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## **BAHAMAS MINISTRY OF TOURISM & AVIATION STATEMENT ON PASSING OF GORDON 'BUTCH' STEWART**

*January 5, 2021*

The Bahamas Ministry of Tourism & Aviation extends sincere condolences on the passing of Gordon "Butch" Stewart.

Two decades ago, the visionary Jamaican hotelier Butch Stewart brought the Sandals brand to The Bahamas and joined hands with us in building a leading tourism destination.

Today, as we mourn the passing of a global trailblazer in the hospitality industry, we are singularly proud and grateful for the legacy that Butch Stewart has bequeathed to us in The Bahamas. Butch impacted our national economy by directing the crafting of a signature vacation experience — *the Sandals vacation* — which has become an integral part of the tourism product of The Islands of The Bahamas.

Butch Stewart's contribution to The Bahamas over the past twenty years has been national in scope and deeply personal to the lives of thousands of our fellow Bahamians who, through employment with the Sandals brands, have built sustainable careers, homes and families. Sandals International continues to impact our local community through ongoing philanthropic outreach.

"We are deeply saddened by the loss of Butch Stewart, a key partner in our tourism enterprise who has left an indelible mark on the Bahamas's hospitality sector. Butch's vision for hospitality will live on to be enjoyed by future guests at Nassau's Sandals® Royal Bahamian as well as Sandals® Emerald Bay and Fowl Cay Resort in Exuma," said Minister of Tourism & Aviation, Dionisio D'Aguilar.

History will record Gordon "Butch" Stewart as a game changer in the delivery of the globally coveted Caribbean vacation product, having elevated the all inclusive resort model to a five star, world class experience.

The prayers of the Bahamas Ministry of Tourism & Aviation, our hospitality community and fellow Bahamians go out to Butch's family and the extended Sandals family throughout the Caribbean.



**GRAND BAHAMA ISLAND IS HEATING UP THIS SPRING**  
*With Highly Anticipated Reopenings and Renovations and Can't Miss Deals, One of the Caribbean's Best-Kept Secrets Is Grand Bahama Island*

NASSAU, Bahamas – April XX, 2020 – One of the closest islands to the United States, Grand Bahama Island offers a convenient, affordable and adventure-packed Caribbean vacation. The island's famed Lighthouse Pointe has reopened to guests, providing an idyllic home-away-from-home in the Caribbean. With can't-miss offers from a number of properties across the island, there is no better time than now to start planning a Grand Bahama Island vacation.

**NEWS**

**Lighthouse Pointe Reopens to Guests** – On March 25, Grand Bahama Island's [Lighthouse Pointe](#) reopened to guests as part of the phased reopening of the Grand Lucayan Resort, which is to be purchased and redeveloped by Royal Caribbean International. The property features 200 guest rooms and a number of on-site restaurants. Executives confirmed strong bookings ahead of the reopening and expect that trend to continue throughout the spring and into summer.

**Rebuilding Grand Bahama Island** – Previously aired on ZNS, The Office of the Prime Minister Grand Bahama has made the documentary series, Rebuilding Grand Bahama available on [YouTube](#). The 8-episode series focuses on the impact of Hurricane Dorian on Grand Bahama Island with episodes covering topics from home and school repairs to food assistance and healthcare. With commentary from on-island industry experts, the series provides viewers with a unique insight into the island's recovery and the spirit of the Bahamian people.

**Grand Bahama International Airport Redevelopment Nears Final Stages** – As consumers' comfort level with international travel grows, [Grand Bahama International Airport](#) is prepared for a busy spring and summer travel season as it enters final stages of its redevelopment. Coming in at 8,000 sq. ft., the airport now features upgraded facilities, an additional 250-seat departure area and more.

**Bahamas Paradise Cruise Line Returns to Grand Bahama** – [Bahamas Paradise Cruise Line](#) will resume operation on July 2 and is now available for booking. The Grand Classica will return to Grand Bahama Island with stringent on-board safety protocols for its 2-night cruise sailings from the Port of Palm Beach.

**PROMOTIONS AND OFFERS**

**Viva Wyndham Fortuna Beach and Balearia Caribbean Escape To Paradise** – Starting at \$495, Viva Wyndham Fortuna Beach has teamed up with Balearia Caribbean to provide travellers with direct ferry service between Fort Lauderdale and Grand Bahama Island on Thursdays and Sundays. In addition to ferry service,



the offer includes a three-night stay at the all-inclusive resort. [The Escape to Paradise package](#) is available to book through April 28 for travel from April 25 to September 5.

**Extended Stay Offers Available at Grand Bahama Island Resorts - [Taino Beach Resort & Clubs](#) and [Grand Bahama Villa Rentals](#)** are offering can't-miss deals for extended stay travellers taking advantage of The Bahamas' [BEATS](#) program. The Bahamas Extended Access Travel Stay allows travellers to live, work and study in The Bahamas for up to one year.

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**THE BAHAMAS MINISTRY OF TOURISM REFLECTS ON AN UNPRECEDENTED YEAR  
AND AN OPTIMISTIC FUTURE**

*One year after COVID-19 was declared a pandemic, Tourism moves steadily towards a rebound*

**NASSAU, Bahamas, March 17, 2021** – After enduring one of the most challenging years in history, which devastated The Bahamas' vital tourism industry and resulted in an unprecedented financial deficit, The Bahamas Ministry of Tourism and Aviation remains unwavering in its commitment to overcome the impact of the COVID-19 pandemic and help the country move forward to brighter, more prosperous days.

While this past year has shaken the tourism economy to its very core, a comprehensive COVID-19 response plan and streamlined travel protocols have enabled The Bahamas to rebuild traveler confidence that a seamless and safe vacation is within reach. Nimble marketing and digital initiatives allowed the destination to remain competitive, even within a new virtual landscape, and efforts have led to an average of over 2,000 travel applications a day, a number that is steadily increasing.

With vaccine distribution ramping up both in The Bahamas and abroad, major hotel reopenings, and the return of cruising in The Bahamas on the horizon, there is steadfast optimism that the country will once again achieve record-breaking tourism levels.

Several key factors are contributing to the destination's collective commitment to safety and a successful return of tourism:

**Tourism Recovery and Readiness Plan:** The country pivoted quickly to adapt to the new normal engaging 30 sub-committees and over 150 contributors to thoroughly prepare to protect residents and welcome back visitors safely. Through compliance workshops over 10,000 tourism professionals were trained in COVID-19 health protocols over the course of three days. To date, the vast majority of the Bahamian hospitality sector, upwards of 40,000 participants including hotel staff, cab drivers, tour operators and more —have been trained and are adhering to the new streamlined protocols. These protocols continue to be enforced through the Clean and Pristine Certification program, ensuring all entities are following the government mandated health and safety guidelines.

**Streamlined Health Visa and Entry Protocols:** The Bahamas developed a system that would assist in the return to travel in as safe a manner as possible. The Health Visa platform was brought to market quickly and continues to turn around speedy approvals - often in as little as six hours.

The proof of this effort is in the numbers as we continue to see increase in applications. For the past four months, the Ministry has received over 125,000 travel applications from both visitors and returning residents and since the New Year, are currently averaging over 2,000 applications each day -- and growing.



Pre-arrival PCR testing, and fifth day rapid test requirements, and daily online health questionnaires allow visitors and residents to enjoy the country more freely without the need to quarantine, and with vital peace of mind that all proper precaution is being taken.

**COVID-19 Case Management:** With strategic testing, literal case-by-case island restrictions, and Health Visa requirements, the country was able to re-open its borders to tourists. Typically the number of positive cases is less than 5% of those tested as case numbers to-date remain low. This is not only due to the implemented protocols, but to the vigilance of Bahamians who embraced the new normal to minimize spread and keep one another safe – contributing to the imperative containment of the virus throughout the islands.

**Going Virtual:** Virtual consumer trade shows allowed The Bahamas to maintain high visibility and promote increased stakeholder engagement at key events like the Fort Lauderdale Boat Show and World Travel Market, while hosting a number of owned virtual experiences such as the Virtual Diving Pavilion and “From The Bahamas with Love” Virtual Romance Expo. These experiences allowed The Bahamas to not only grow databases and maintain competitive edge and awareness, but also created more personalized opportunities to connect with clients.

**Industry Accolades:** In recognition of these efforts, The Bahamas received the “Innovative Destination of the Year” award in the Caribbean Journal’s 7<sup>th</sup> annual Travel Awards for continued flexibility throughout the pandemic and for setting a regional standard for destination entry practices. The Bahamas has also received a “SafeTravels” stamp from the World Travel & Tourism Council, which acknowledges the governments and companies that have implemented global standardized protocols for health and hygiene.

These efforts have set the destination up for success as we move forward. The comprehensive COVID-19 response has reassured future visitors that they can enjoy their time throughout our islands with the peace of mind that the health and safety of visitors and residents has been and will continue to remain the top priority.

The Bahamas is uniquely positioned as travelers look to book vacations given the country’s close proximity to the U.S., outdoor activities readily at their fingertips like fishing, boating, diving, and vast secluded beaches and family island offerings perfect for a socially distant escape.

As cases decline and more people become vaccinated, we are seeing COVID-19 slowly begin to loosen its grip on the world tourism industry. In order to bring back tourism, staying the course will remain important as current protocols continue to prove successful in minimizing the spread, and instilling traveler confidence. While vaccines bring a dose of hope and protection, precautions need to remain in place as experts urge vaccines provide a high amount of protection against contracting the virus, and/or developing life threatening symptoms, but that there is not enough data to-date around the ability to protect the transition of COVID-19 to others who might not yet be vaccinated.





While the past year have been one of the most challenging yet, the country has overcome these challenges before – and will do so again. The Ministry is confident if case numbers remain low, and the population gets vaccinated, we will welcome more visitors and income and employment from tourism, and will bounce back to record 2019 levels.

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